

OptoWest 2010 Email Blasts Schedule

January 25, 2010 (Ad Deadline: January 18, 2010)

- CPS: Why Should You Bring Your Staff to OptoWest?
- Paraoptometric Registration Office Package

February 8, 2010 (Ad Deadline: February 1, 2010)

- Start Planning Your Trip Now: What To Do in the Indian Wells Area
- Hyatt Grand Champions Highlights
- Welcome Reception Info

February 9, 2010 (Ad Deadline: February 2, 2010)

- Special eblast just for optometry students

February 22, 2010 (Ad Deadline: February 15, 2010)

- Reminder of early registration rate (March 7th) and pre-registration (March 21st) dates
- Deadline for special room rate (March 16th) for the Hyatt Grand Champions

March 1, 2010 (Ad Deadline: February 22, 2010)

- Need a reason to come to OptoWest 2010? We've got 10 for you!
- Reminder of early registration (March 7th) and pre-registration (March 21st) dates
- Deadline for special room rate (March 16th) for the Hyatt Grand Champions
- CPS: It's not too late! Sign up your staff and take advantage of the office package!

March 5, 2010 (Ad Deadline: February 26, 2010)

- Last Chance for Early Registration Rates! (end March 7th)

March 8, 2010 (Ad Deadline: March 1, 2010)

- It's Not Too Late to Register ... Pre-Registration Still Open! (ends March 21st)
- Speaker handouts available online (speaker handouts live that day)
- Deadline for special room rate (March 16th) for the Hyatt Grand Champions

March 18, 2010 (Ad Deadline: March 11, 2010)

- Pre-Registration Ends This Weekend! (ends March 21st)
- Information on free exhibit hall pass

March 23, 2009 (Ad Deadline: March 16, 2009)

- Get Ready for the OptoWest 2009 Exhibit Hall Raffle!
- List of OptoWest 2009 exhibitors
- Information on free exhibit hall pass
- Exhibit Hall Booth Competition
- Information on on-site registration

April 12, 2010 (Ad Deadline: April 5, 2010)

- Thank You for Attending OptoWest 2010!
- Online survey coming soon
- What did you think/do at OW10? Tell us on Facebook!
- Dates for OptoWest 2011